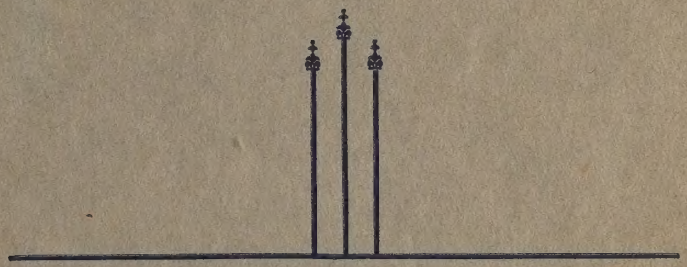
THE McSAVANEY COMPANY

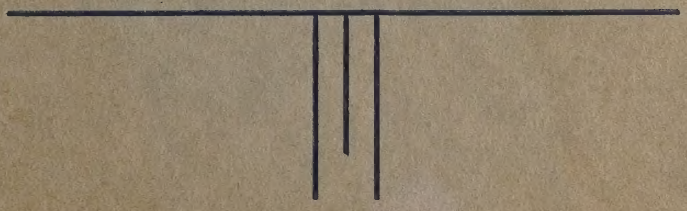
OF

SPRINGFIELD, OHIO



Manufacturers of

ILLUMINATED ADVERTISING



Price List of Signs Shown in Catalog

No.	Copy	Size	Price
600	Rooms	2 ft. x 4 ft.	$ 42.00
601	Candy	2 ft. x 4 ft.	42.00
602	Cafe	2 ft. x 4 ft.	42.00
603	Hats	2 ft. x 4 ft.	42.00
604	Eat	2 ft. x 4 ft.	42.00
610	Garage	2 ft. x 5 ft.	46.40
611	Lunch	2 ft. x 5 ft.	46.40
612	Drugs	2 ft. x 5 ft.	46.40
613	Cigars	2 ft. x 5 ft.	46.40
614	Hotel	2 ft. x 5 ft.	46.40
615	Gas	2 ft. x 5 ft.	60.00
616	Meats	2 ft. x 5 ft.	60.00
620	Beauty Shop	2½ ft. x 5 ft.	60.00
621	Used Cars	2½ ft. x 5 ft.	52.00
622	Rooms for tourists	2½ ft. x 5 ft.	52.00
630	Garage	2½ ft. x 6 ft.	60.00
631	Drugs	2½ ft. x 6 ft.	60.00
632	Dine and Dance	2½ ft. x 6 ft.	60.00
633	Soft Drinks	2½ ft. x 6 ft.	60.00
634	Fresh and Smoked Meats	2½ ft. x 6 ft.	60.00
635	Groceries Daily Market Fresh Meat	2½ ft. x 6 ft.—	60.00
636	Funeral Home	2½ ft. x 6 ft.	60.00
637	Battery Service	2½ ft. x 6 ft.	60.00
638	Tourist Camp	2½ ft. x 6 ft.	60.00
639	Radio Supplies	2½ ft. x 6 ft.	60.00
640	Cleaning and Pressing	2½ ft. x 6 ft.	60.00
641	Dry Cleaning	2½ ft. x 6 ft.	60.00
642	Shoe Repairing	2½ ft. x 6 ft.	$ 60.00
643	Day and Night Storage	2½ ft. x 6 ft.	60.00
650	Cafeteria	2 ft. x 6 ft.	52.00
651	Bakery	2 ft. x 6 ft.	52.00
660	Barbecue	2 ft. x 7 ft.	56.00
661	Restaurant	2 ft. x 7 ft.	56.00
662	Delicatessen	2 ft. x 7 ft.	56.00
663	Hardware	2 ft. x 7 ft.	56.00
664	Hot Dogs	2 ft. x 7 ft.	56.00
665	Undertaker	2 ft. x 7 ft.	56.00
666	Furniture	2 ft. x 7 ft.	56.00
667	Jewelry	2 ft. x 7 ft.	56.00
668	Optician	2 ft. x 7 ft.	56.00
669	Clothing	2 ft. x 7 ft.	56.00
670	Billiards	2 ft. x 7 ft.	56.00
671	Vulcanizing	2 ft. x 7 ft.	56.00
672	Millinery	2 ft. x 7 ft.	56.00
673	Dentist	2 ft. x 7 ft.	56.00
674	Printing	2 ft. x 7 ft.	56.00
675	Parking	2 ft. x 7 ft.	56.00
680	Garage	3 ft. x 8 ft.	88.00
681	Drugs	3 ft. x 8 ft.	88.00
682	Hotel	3 ft. x 8 ft.	88.00
690	Garage	1½ ft. x 8½ ft.	58.00
691	Lunch	1½ ft. x 8½ ft.	58.00
692	Hotel	1½ ft. x 8½ ft.	58.00
693	Meats	1½ ft. x 8½ ft.	58.00
694	Drugs	1½ ft. x 8½ ft.	58.00

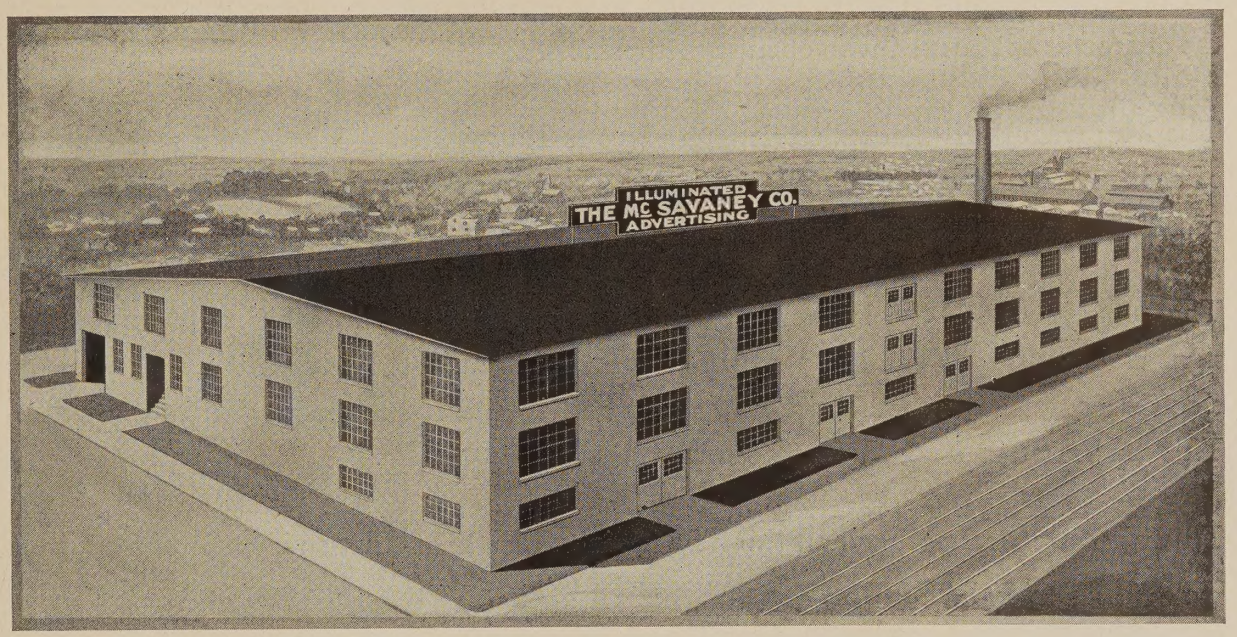
These prices include all necessary hanging equipment, but do not include the installing of the sign or the lamps. All prices are F. O. B. Springfield, Ohio.

Terms—20% with the order, 20% on delivery of the sign, and the balance 20% per month.

For prices and description of panels for any of the above signs, see Page 63.

The shipping weight is approximately 10 lbs. per square foot, you can easily figure the weight of any sign. We recommend that signs be shipped by express.

McSAVANEY
ALL-STEEL
ELECTRIC SIGNS



OFFICE AND FACTORY

MANUFACTURED BY

THE McSAVANEY COMPANY

SPRINGFIELD, OHIO, U. S. A.

PREFACE

The value of illuminated advertising as a method of attracting trade and the establishing of a location is so well recognized, and the results so clearly defined that the modern store is gauged as much by its effective lighting, as it is by the quality of merchandise sold, or by the character of the men who operate the business.

The McSavaney All-Steel Electric Sign gives to Illuminated Advertising a new standard of economy and efficiency and fills a long felt want on the part of the business men who consider the curtailment of expense as most essential to profit making.

The McSavaney All-Steel Electric Sign differs materially from other styles of electric signs and is virtually the last word in economical Illuminated Advertising. It is the only electric sign that is made entirely of steel, and is, therefore, practically indestructible. This can be said of no other electric sign.

This is an electrical age, and all thinking business men know that an electric sign is just as essential as show windows; just as essential as counters, show-cases and cash registers and accounting systems.

The merchant who does not have an electric sign has rather a gloomy prospect when in competition with a live, wide-awake merchant who has a bright, sparkling electric sign over his door, making his place of business stand out prominently and easy for his patrons and prospective patrons to locate.

The day is past when a merchant, or any one in any line of business who caters to the public can hope to do a successful business without making his place of business attractive and inviting.

Useful Information

In the manufacture of McSavaney All-Steel Electric Signs only the very best of materials are used.

The sides or faces and frames are made of a very heavy galvannealed steel.

The enamels, paints and varnishes are the best obtainable. The smalt that is used as the background is an imported ground glass and is the very best material that can possibly be used for outdoor purposes.

This ground glass smalt is made in three colors only—Blue, Black, and Green.

No changes can be made in either the colors or the wording on the signs shown in this catalog.

Illumination

The illumination is secured by the McSavaney Patented Process of Convex Reflection. Small circular discs or reflectors are cut in the letters in one or more even rows.

The reflectors are cut around the sides and the bottom and bent back at an angle which permits the lamps, which are in the bottom of the sign, to reflect their rays of light against them, which gives the letters the appearance of being illuminated by hundreds of tiny electric lamps.

McSavaney Electric Signs can be illuminated by any farm or home lighting system.

Construction

The sides or faces are securely riveted into the frame and where joined together are fitted with a tubular metal molding, with ornamental corners which makes the sign perfectly rigid. The standard width of the frame is 5 inches.

There are hinged doors or openings along the bottom of the sign for putting in the lamps or for re-lamping the sign when necessary. These doors or openings are so arranged that the sockets or receptacles that hold the lamps can be easily reached.

The mechanical, as well as the electrical construction, of the McSavaney All-Steel Electric Signs are inspected and approved by the National Board of Fire Underwriters, and their label is attached to all signs showing that it has had their approval.

What is Smalt?

There are two kinds of smalt—one is a sand smalt, which is made by mixing colors with ordinary sand—the other is a glass smalt. We use the glass smalt exclusively—it is as the name suggests—ground glass. The color is blown into the glass before it is ground—it is, in fact, ground glass, and is the most durable and lasting colors that can be used for outdoor advertising. The glass smalt that we use is imported and the very best obtainable.

Lamps

We recommend that the fifty watt blue mill type lamp be used. This is a very sturdy lamp, and has been designed especially for outdoor usage. It sheds a perfectly white light which makes the sign stand out prominently and conspicuously amid any surrounding.

Flashers

There are two types of flashers that may be used on the signs shown in this catalog.

One is a thermostatic flasher and the other is a motor-driven flasher. These flashers will only flash the sign on and off.

The thermostatic flasher can be used on all signs that contain not more than ten 50 watt lamps. The price of this flasher is $7.50.

The motor-driven flasher is required on signs with not less than ten or more than thirty 50 watt lamps. This flasher is exactly what the term implies. It is a flasher operated by a small motor. The price of this flasher is $25.00.

The price of the flashers is in addition to the price of the sign.

Orders

We urge you to be very careful in writing your orders. Be sure that the customer's name is spelled correctly and in order that no mistake may be made, we ask that you print the customer's name or better still, send one of his letter heads or bill heads with the order. Be sure to specify the date of shipment.

If the customer is located in a small town be sure to give the name of the county, and if in a large city, don't fail to give the street and number.

Advance Payments

When collecting the advance payment on orders, have all checks made payable to The McSavaney Company, and if your customer should give you the advance payment in currency, buy a Postoffice Money Order, and send it with your order.

Your Sample

As soon as you receive your sample equip it with three 60 or 75 watt daylight lamps. While we recommend that only 50 watt lamps be used in our signs, remember that in many instances you are demonstrating your sample in the daytime and the lamps of the larger wattage make it show up to better advantage.

Be sure your sample is always in good condition. Test it each morning to be sure that all lamps are burning. When demonstrating your sample it should be elevated so that your prospect will get the same view of it as he would if the sign were installed on the front of his building. If this is impossible, and it must be shown on or below the level of the eye, it should be tilted back at an angle of 45 degrees.

There are signs listed in this catalogue for practically every line of business. We have made the catalog as simple and as easy to understand as we possibly could. The number, size, and full description is listed immediately under each sign. Everything has been figured out for you and you can master all the details with regard to selling McSavaney Signs in about ten minutes.

You will observe that there are no names of individuals or firm shown on the illustrations in the catalog. The buying public of today is much more interested in the place of business they patronize than they are in the people who own it. The public does not care particularly who owns the business so long as it is attractive and inviting.

If you were to go into a strange town at night and were looking for a Restaurant, Hotel, Rooming House, or a Garage in which to park your automobile for the night, and you would see a nice, bright, attractive, electric sign, you would be much more interested in the appearance and the attractiveness of the place of business you expected to patronize, than you would in the name or the individual who owned the business.

The electric sign would, within itself, be sufficient evidence of the reliability and responsibility of the proprietor.

Business is not done as much today as it used to be, on personal acquaintance. Business is done today on personal service, and the people are always more interested in the general appearance of a place and the service they get, than they are in the names of the people who own the business.

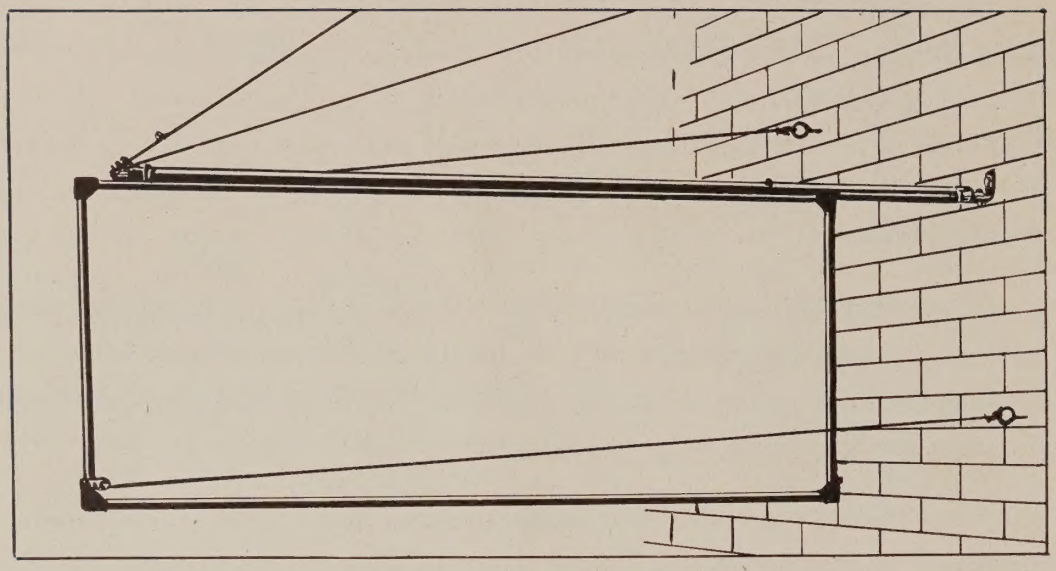
An Electric Sign is the beacon light of a successful business and serves its owner much more faithfully, efficiently, and profitably than any other equipment necessary for the conducting of his business successfully.

A merchant may operate his business and make money without a high-priced cash register. He may get along without an expensive accounting system, but he cannot get along without customers.

As a method of attracting trade, day or night, a McSavaney Electric Sign has no equal.

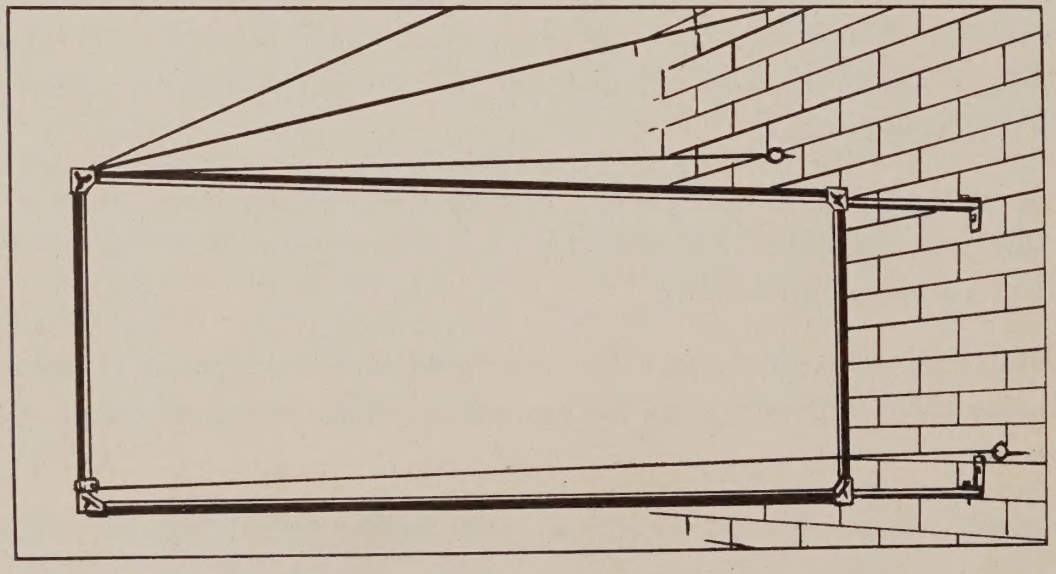
Remember This

Good clothes help make a salesman. Observers are more impressed by the tidiness of one's clothing than by its expensiveness or variety. It is said that no one ever notices a man's linen unless it is soiled, or his hat unless it is unusually shabby or dusty, or his shoes unless they need blacking or are worn down at the heel.



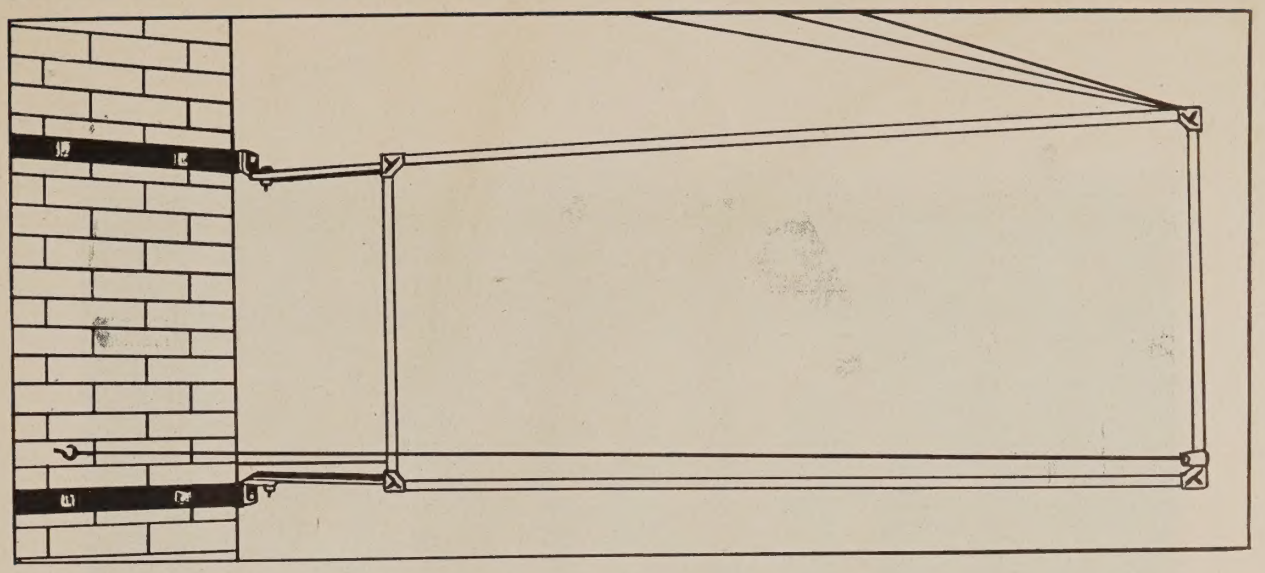
No. 1 Hanging Equipment

A large majority of signs, especially the horizontal ones, are equipped with the No. 1 hanging equipment. There are two heavy eye bolts securely bolted to the top of the sign. A heavy galvanized pipe is slipped through these eye bolts and securely fastened to the angle plate that is attached to the building. There is a loop in the outer end of the pipe to which the guy wires are attached. The guy wires are heavy stranded cables with turnbuckles for drawing them perfectly tight.



No. 2 Hanging Equipment

This equipment differs only from the No. 1 to the extent that instead of the galvanized pipe, a heavy angle iron bar extends through the top of the sign and projects from the outer end. There is a loop in the outer end to which the guy wires are fastened. There is also an angle iron bar which extends part way through the bottom of the sign. Both the top and bottom angle iron bars are attached to the building. Some cities have ordinances requiring that both the top and bottom of signs must be fastened to the building, and this hanging equipment meets the requirements of such ordinances.

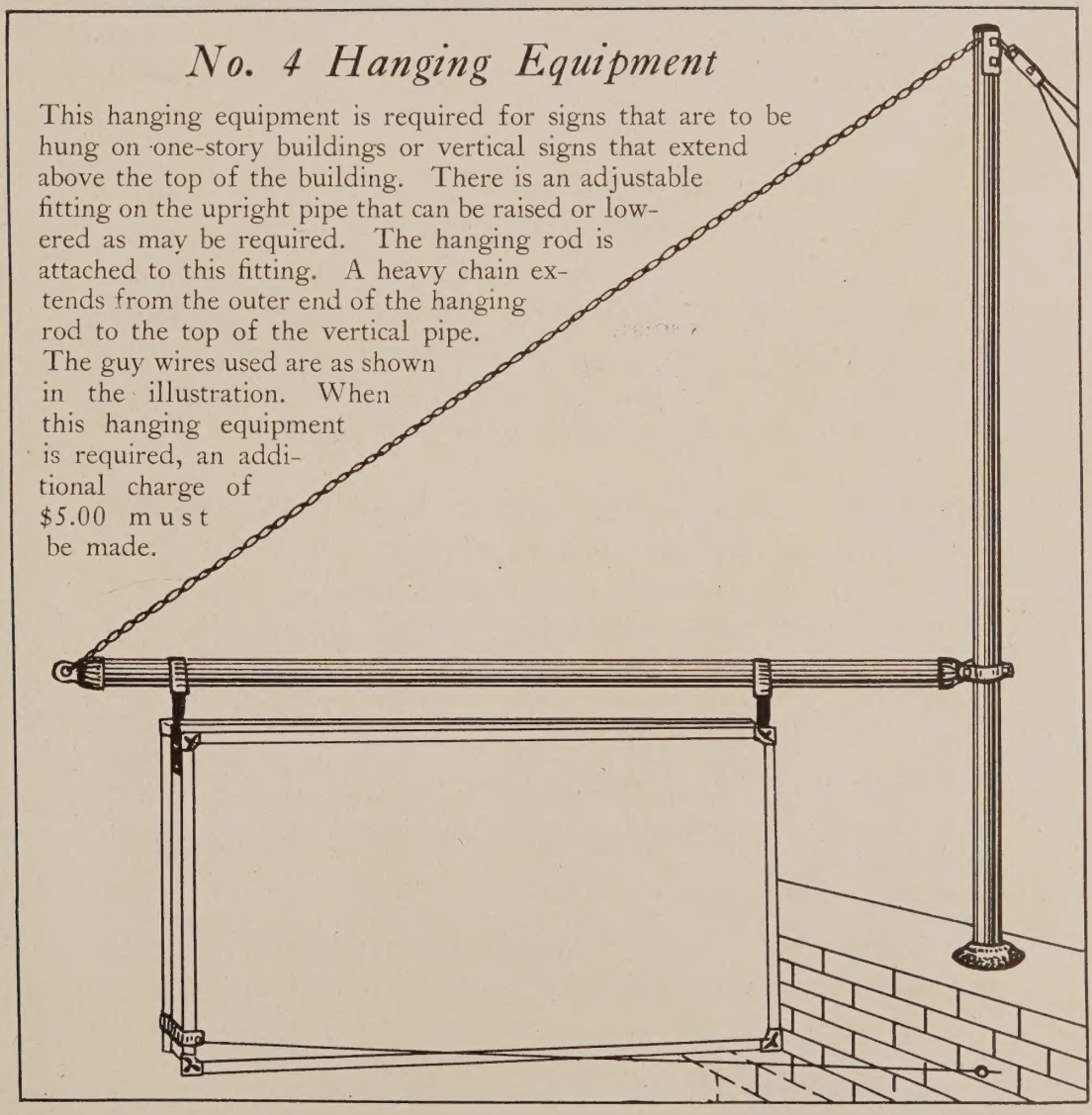


No. 3 Hanging Equipment

This equipment is used on signs that are to be attached to the corners of the building. It is identical with No. 2 with the exception of the steel plate that is attached to the building.

No. 4 Hanging Equipment

This hanging equipment is required for signs that are to be hung on one-story buildings or vertical signs that extend above the top of the building. There is an adjustable fitting on the upright pipe that can be raised or lowered as may be required. The hanging rod is attached to this fitting. A heavy chain extends from the outer end of the hanging rod to the top of the vertical pipe. The guy wires used are as shown in the illustration. When this hanging equipment is required, an additional charge of $5.00 must be made.



No. 600 Size 2 ft. x 4 ft.

DESCRIPTION

The background is blue, glass smalt. The letters are 12½ inches high and the sign requires only four 50 watt daylight lamps to illuminate it perfectly. For price of this sign, see price list under front cover. For prices and description of panel, see Page 63.

Rooming houses and the smaller hotels, particularly those in the outlying districts, profit most from transient trade.

There are a great many people who prefer the high-class rooming house or smaller hotel, to the larger and more crowded down-town hotels.

In the smaller towns, where the hotel facilities are limited, the rooming house is the only place where the traveler can look for accommodations.

The rooming house, with its bright and attractive electric sign, will always do a capacity business.

No. 601 Size 2 ft. x 4 ft.

DESCRIPTION

The background is a blue, glass smalt. The letters are 11½ inches high. The sign only requires four 50 watt daylight lamps to perfectly illuminate it. For price of this sign see price list under front cover. For price and description of panel, see Page 63.

New Candy stores are being opened in every locality. More candy is being eaten today than ever before. Candy was once considered a luxury but it is now eaten for its real food value.

The buying public is being educated to the fact that just as good candy can be purchased at the stores in their community as at the larger stores down town.

The proprietor of the candy store cannot well afford to hide his place of business but must make it stand out prominently and make it easy for the people in his community to locate it. This beautiful candy sign will make the owner's store a fixture in his community.

No. 602 Size 2 ft. x 4 ft.

DESCRIPTION

The background is a green, glass smalt. The letters are 12½ inches high. The sign only requires four 50 watt daylight lamps to perfectly illuminate it. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The Cafe Sign suggests good things to eat and this beautiful and attractive sign, hanging in front of a Cafe, is a suggestion to the passing public that it is time to eat and invites their patronage.

Most people like good things to eat. When the public wants to eat they begin looking for the Cafe sign and once attracted by it, will pass several other places, as this sign will have established an objective in their minds.

People prefer patronizing Cafes with electric signs because it suggests to them better quality food, better service, and cleanliness.

No. 603 Size 2 ft. x 4 ft.

DESCRIPTION

The background is a green, glass smalt. The letters are 12½ inches high. The sign only requires four 50 watt daylight lamps for illumination. For price of this sign, see price list under front cover. The price and description of panel, see Page 63.

The Hat Store offers practically a new field of endeavor. There are many stores that deal exclusively in hats, springing up in every city and community.

This particular sign offers unlimited opportunities to the owners of such stores. Men naturally expect to find a greater variety from which to select the style they prefer from the stores that deal exclusively in hats.

As the exclusive men's hat store is practically a new idea in merchandising, each one of them should have one of these electric signs and the ones in your territory who order them first, will naturally be the ones who get the greatest amount of advertising value from them and will be the first to derive a profit from its use.

No. 604. Size 2 ft. x 4 ft.

DESCRIPTION

The background is a green, glass smalt. The letters are 12½ inches high. The sign only requires four 50 watt daylight lamps for illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

What a welcome sight an Eat Sign is to the hungry wayfarer and what a welcome sight this sign will be day or night. It is a standing invitation to the passers by, inviting them to come in and enjoy the good things that you have to offer.

This has always been attractive copy for an electric sign, as we act largely on suggestion, and this sign suggests to the people that they EAT.

New people are continually coming in and locating either in town, or in the near vicinity—they have cars, they drive around and the places of business which stand out and above the level of just the common ordinary run of restaurants—the one that makes an impression on them is the one that gets the business.

No. 610 Size 2 ft. x 5 ft.

DESCRIPTION

The background is green, glass smalt. The letters are 12½ inches high. The sign requires only six 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

As garages depend largely upon transient business, it is evident that a striking electric sign—one that sparkles at night and presents a brilliant appearance by day—would be a very profitable investment.

Motor travel was never greater than today. It is increasing. All cars—millions of them—must be serviced. Drivers are continually on the lookout for garages, and the modern, up-to-date garage with an electric sign is bound to attract business. McSavaney Electric Signs pay for themselves over and over again.

The McSavaney Electric Sign maintains its brilliancy. It is indestructible. Its features are patented, and we are the sole manufacturers. There is no glass or wood used in its manufacture; it is made of steel throughout, and of the best materials that can be procured.

Note: Other styles Garage Signs shown on Pages 23, 55 and 58.

No. 611 Size 2 ft. x 5 ft.

DESCRIPTION

The background is green, glass smalt. The letters are 12 inches high. This sign requires only six 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Everybody eats. Hundreds of people pass daily by motor. Lunch rooms hidden along business streets, or nestled among trees along the wayside, cannot hope to stop fast moving drivers unless an attractive illuminated sign is displayed.

Proprietors of lunch rooms have been quick to realize the utility of an outstanding sign, and this No. 611 with its pure white letters surrounded by a glistening green background, is very popular. Practically every time one of these signs has been installed over a lunch room, the business has increased immediately.

The durability of this sign is unquestionable, owing to its being constructed entirely of steel, with no glass or wood to shorten its life and this places it far above comparison with any other type of sign on the market.

Another important feature is its wonderful attractiveness during the day and the gorgeous effect at night.

Note: Another Lunch Sign shown on Page 59.

No. 612 Size 2 ft. x 5 ft.

DESCRIPTION

The background is blue, glass smalt. The letters are 12 inches high. This sign requires only six 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

At one time the word "Drugs" meant sick room needs only. Today it means a store where such a varied line of merchandise is carried that it has become the store for the masses with a wide variety of needs to be supplied.

With the modern drug store appealing to so many people, it is obvious that a brilliant electric sign would quickly pay splendid dividends in additional transient trade it would attract. Every druggist wants to be classed as progressive. This sign will stamp him as being abreast the times to all who pass his store.

Note: Other Drug Signs shown on Pages 24, 56 and 62.

No. 613 Size 2 ft. x 5 ft.

DESCRIPTION

The background is blue, glass smalt. The letters are 11½ inches high. This sign requires only six 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The cigar store is a development of the present age of specialization. A tobacconist may hang one of these signs above his place of business, and it immediately attracts trade, as the passing public will at once consider his place as headquarters for cigars which not only offers a more complete line of brands, but also keeps them in better condition.

An attractive electric sign such as the above, not only attracts more trade, but also gives the impression of up-to-date progress, which creates the invaluable asset known as good will.

No. 614 Size 2 ft. x 5 ft.

DESCRIPTION

The background is blue, glass smalt. The letters are 12 inches high. This sign requires only six 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

No place of business profits so much from up-to-date appearance as a hotel. Nothing imparts an up-to-date appearance so much as an electric sign. When travelers begin looking for an over-night stopping place, and they see a bright, glistening electric sign, there is no question as to where they will stop.

This sign with its large pure white letters a foot high on a rich blue background is just as dominating during the daylight hours as it is at night when the word "Hotel" gleams as if illuminated with hundreds of tiny glistening bulbs.

Note: Other Hotel Signs shown on Pages 57 and 60.

No. 615 Size 2 ft. x 5 ft.

DESCRIPTION

The background is blue, glass smalt. The letters are 14½ inches high. The sign is two feet high at either end and three and one-half feet high through the center and five feet wide. It requires only seven 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The circular opening at the top of the sign is a space into which the oil companies who buy these signs may insert one of their regular pump globe faces. No faces for this opening are furnished with this sign and the price does not include them.

This sign is a very popular style. It features the word GAS in large, prominent letters and may be seen for a long distance, both day and night.

In sending in your orders for this sign, be sure to state the exact size of the pump globe faces that are to be inserted in the circle. If possible, send along one of the sample faces that are to be used in the sign.

Some oil companies may want to use this as a yard sign and if so, instead of the regular overhead hanging equipment, it can be equipped with fittings for attaching to a 3½ inch pipe. There will be no difference in the price. The price, however, does not include the pipe.

No. 616 Size 2 ft. x 5 ft.

DESCRIPTION

The background is green, glass smalt. The letters graduate from 16 inches to 12 inches high. This sign requires only seven 50 watt daylight lamps for full illumination. A feature of this sign is the bull's head done in natural colors, burned into a circular, vitrified, glass panel. These colors are a part of the glass, and will never fade, or chip off. For price of this sign, see price list under front cover. The circular panel is included in this price. For price and description of panel, see Page 63.

This sign, due to its artistic design, will attract attention to any butcher shop. The average butcher shop, due to the nature of the goods sold, cannot take full advantage of the display space the front of the shop provides, and, therefore, has greater need for an electric sign than any other kind of a retail business. This sign is very popular with butcher shops.

Note: Another style Meat Sign shown on Page 61.

No. 620 Size 2½ ft. x 5 ft.

DESCRIPTION

The background is blue, glass smalt. The letters are 10 inches high on the top line, and 6 inches high on the second line. This sign requires only seven 50 watt daylight lamps for full illumination. The circular panel showing a woman's head is a feature of this sign. The price of the sign includes the circular, glass panel. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The keen competition among beauty parlors made popular by the prevalence of bobbed hair, makes it almost necessary for a beauty shop to invest in an electric sign in order to attract additional business. The design of this sign lends itself very nicely to the artistic atmosphere which usually pervades beauty parlors. This sign will add a touch of refinement to any beauty parlor.

No. 621 Size 2½ ft. x 5 ft.

DESCRIPTION

The background is green, glass smalt. The letters in the top line are 9 inches high, and those in the second line are 11 inches high. This sign requires only ten 50 watt daylight lamps for full illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Used cars were once a by-product of automobile sales agencies. Nowadays there are companies devoted exclusively to the buying and selling of used cars. Vacant lots are also used for the display of used cars.

These concerns will be quick to see the utility and trade-winning advantages of this sign, as competition is keen and every effort must be made to attract trade. The large, clearly cut letters stand out prominently for long distances both day and night, and will not fail to register location in the minds of those who pass by.

No. 622 Size 2½ ft. x 5 ft.

DESCRIPTION

The background is blue, glass smalt. The word "Rooms" is in 12 inch letters and the letters on the second line are 8 inches high. Twelve 50 watt daylight lamps will illuminate this sign perfectly. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Many farm homes have opened spare rooms for tourists, and this new type of accommodations has found favor with thousands of motorists who prefer the quiet solitude of the country to the hustle and bustle of city hotels.

As this tourist trade is entirely transient, it is necessary to attract lodgers by the use of a striking sign such as shown above. This sign will convey a sense of confidence to passing motorists that results in a steady stream of guests who are impressed and influenced by modern and business-like methods.

No. 630 Size 2½ ft. x 6 ft.

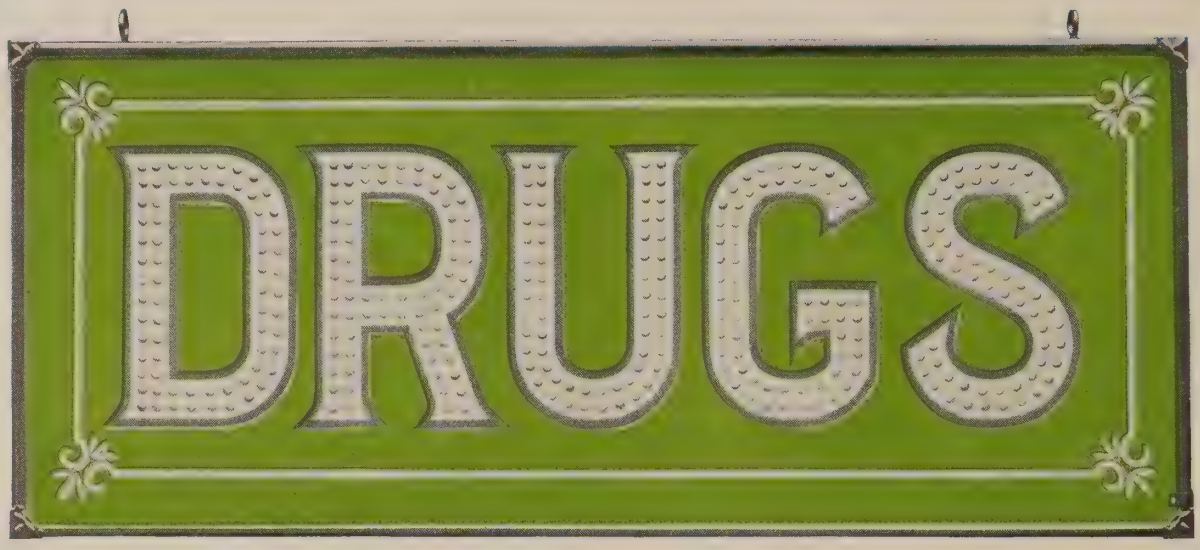
DESCRIPTION

The background is green, glass smalt. The letters are 15½ inches high. This sign may be fully illuminated with the use of only twelve 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Signs are so widely used at present that the buying public has been subconsciously educated to look for signs when searching for stores, garages, hotels, etc.

Garages, especially, profit by the use of a striking sign because this line of business depends so much on transient trade. Motorists on the lookout for service are immediately attracted by a large electric sign, and the garage so equipped will find an electric sign to be one of the biggest business getters and best investments it is possible to make.

Note: Other Garage Signs shown on Pages 13, 55 and 58.



No. 631 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. The letters are 16½ inches high. This sign may be fully illuminated by the use of only twelve 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Every druggist realizes the value of the display space in the front of his store, and will not be slow to see the additional display advantages this striking sign will give him.

With this sign hung in front of his store, it will make his place of business stand out prominently night and day, and will be a beacon that will lead many transients into his store. McSavaney Signs thus pay for themselves over and over again in the additional trade attracted.

Note: Other Drug Signs shown on Pages 15, 56 and 62.

No. 632 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. The letters graduate from 9 inches to 8 inches with a 4 inch line of lettering in the center. This sign can be fully illuminated by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Automotive transportation has brought many lines of business to the front, chief of which is the roadhouse where motorists may dine and dance.

As this class of trade is practically all transient, a striking electric sign is essential to attract customers. A sign that is prominent and one that can be seen at a distance is necessary to halt motorists who are gliding along every highway.

No. 633 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is blue, glass smalt. The top line of lettering is 8½ inches high, the second line is 12 inches high. Only twelve 50 watt daylight lamps are required to fully illuminate this sign. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The soft drink stand must "Make hay while the sun shines." There is no better way to do this than to brighten up the front of the stand with one of these striking signs that can be seen for hundreds of feet both day and night.

When this bright, attractive sign looms up in the distance it cannot help suggest cooling, refreshing drinks, and will quickly bring motorists and tourists to a halt. Many wayside refreshment stands are passed up by thirsty and hungry transients because no attractive sign warned the motorist of their presence.

No. 634 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Top line of lettering is 8½ inches; the lower line is 10 inches. Only twelve 50 watt daylight lamps are required to give perfect illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

A striking sign is essential for any retail business regardless of where it is located. If situated in a congested district, a sign is necessary to make the store equally prominent with the surrounding places of business.

If the location of the store is in a residential district, a prominent sign focuses attention to that store, and makes the location easily remembered. Butcher shops are generally located in the residential districts, and an artistic sign as shown above is bound to attract attention and create a favorable impression.

The front of a place of business means everything in the world. It is the opinion people have of the proprietor and his store—the opinion people have of the goods and service.

No. 635 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Top and bottom lines of lettering are 5 inches high; middle line is 9½ inches high. Only ten 50 watt daylight lamps are required to fully illuminate this sign. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

This sign has been created to meet today's demand for a sign suitable for the many community markets which have sprung up. Congested traffic conditions and difficulty in parking have forced stores out into residential districts where motorists may buy with greater convenience.

Motorists think nothing of driving blocks out of their way to find a convenient store at which to do their buying, and this condition makes it essential that such a store should identify its location by the use of a sign that is attractive both day or night.

No. 636 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is black, glass smalt. Lettering is 10 inches high. Twelve 50 watt daylight lamps will give this sign perfect illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Here is a sign that keeps pace with the modern trend among funeral directors to conduct modern mortuaries, and at the same time preserve the air of dignity and quiet refinement that should surround a funeral home.

This sign is ethical in every way, and its use is an indication to the public that the funeral parlor which has a sign of this character is modern and progressive in every particular.

Go down the street and notice what a big improvement a nice electric sign would really make on the front of a place of business.

No. 637 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is blue, glass smalt. Lettering is 10 inches high. Only twelve 50 watt daylight lamps are needed to fully illuminate this sign. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Any business that caters to motorists must have an outstanding sign to attract trade, because motorists are continually on the lookout for signs, and if a battery shop or other business in the automotive line does not display a striking sign it is passed by unseen.

Aside from stopping transient trade, which is the chief function of a sign, the use of an electric sign carries with it an impression of progressive methods which cannot be obtained by the use of any other type of sign. Electric signs are pushing unilluminated signs into the background just as the auto has eliminated the horse and buggy.

No. 638 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is blue, glass smalt. Letters are 10 inches high. Only twelve 50 watt daylight lamps are required to fully illuminate this sign. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The tourist camp has grown to be an important business, and the propressive proprietors of these rest spots for tourists are using the same progressive methods and principles which are applied to other lines of business.

The sign shown above will give any tourist camp prestige. When tourists see this modern sign—visible day or night for hundreds of feet—they will know the camping ground is conducted in a business-like manner, and will not hesitate to stop.

No. 639 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is blue, glass smalt. Top line of letters is 12 inches high. Lower line is 6 inches high. Only twelve 50 watt daylight lamps are required to give this sign perfect illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The almost universal use of radios, and the phenomenal growth of this new industry have created a widespread demand for Radio Supplies.

As a consequence, competition is keen, and aids to more business are eagerly sought by supply dealers. One of the most effective aids to get increased business is an electric sign, and for this reason the above sign promises to be one of the most popular numbers in the entire McSavaney line.

An electric sign cannot be considered in terms of just merely dollars and cents—it is the opinion people have regarding the store, quality of goods and service in your store.

No. 640 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Top and bottom lines of lettering graduate from 10 inches to 8 inches high. The center line of lettering is 4 inches high. Only twelve 50 watt daylight lamps are required to fully illuminate the entire sign. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

A distinctive electric sign has two functions to perform. First, to attract trade; and, second, to register the location of a store or business in the minds of those who pass by.

An electric sign sets a business out prominently in the eyes of the public and allows the business to forge ahead and become more popular—which is absolutely essential—popularity in business is one of the great highways to greater success—making a business convenient for the public to find is one of the greatest secrets of success.

To delay putting out a sign is like a man delaying a shine and a shave—the longer he postpones the shine and shave, the longer the public postpones hiring his services.

No. 641 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Lettering is 10½ inches high. Only twelve 50 watt daylight lamps are required to fully illuminate this sign. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The day of the old ironing board and "tailor's goose" is gone. Modern machines and better methods have replaced the old. This is the age of speed, action and progress.

Up-to-date dry cleaning men have attractive windows. Examples of skill in cleaning and dying are shown. The value of display is realized and fully utilized.

That is why electric signs are going up on dry cleaning shops. It's a step in keeping abreast of the times. It pays in the prestige these signs create in the minds of the public, and in the confidence people have in the dry cleaner who is progressive. The electric sign is an outward symbol of this progressive spirit.

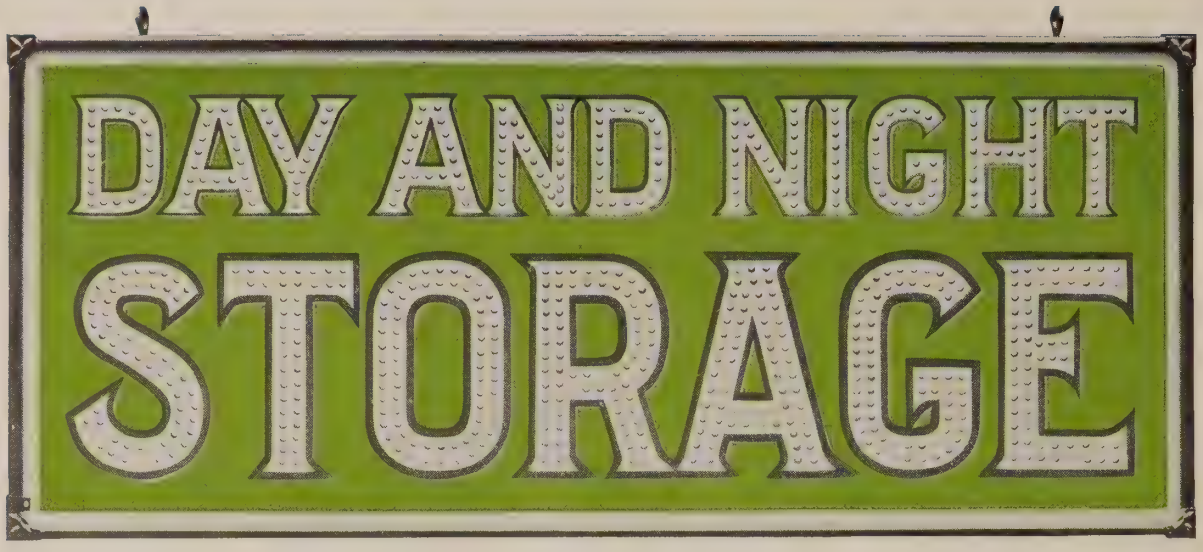
No. 642 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Top line of lettering is 12½ inches high; lower line is 8 inches high. Only twelve 50 watt lamps are required to illuminate this sign brilliantly. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The wave of progress which has touched practically every type of business in the country has invaded the shoe repair shop. The awl and peg has been replaced by humming sewing machines. Buffing wheels have displaced sand paper. Shoe repairing is just as modern and progressive as automobile building.

Competition is almost as keen, too. Modern methods to attract business are used just as extensively as modern methods to handle the business. Electric signs play a big part in attracting business. People judge by appearances. If a shoe repair shop displays a striking electric sign, it is taken as evidence that the shop is modern in every other respect, and it gets the business.



No. 643 Size 2½ ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Top line of lettering is 7 inches high, bottom line is 13 inches high. Perfect illumination may be obtained by the use of only twelve 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

A business depending so completely upon transients cannot hope to get the amount of trade it should without an electric sign that may be seen hundreds of feet away either day or night.

Garages, as a rule, are located on side streets and are situated where rents are lower, and for this reason need a sign that gives their places a prominence that will attract the attention of fast-moving motorists. McSavaney Signs give this business-building prominence at the lowest cost.

No. 650 Size 2 ft. x 6 ft.

DESCRIPTION

The background is green, glass smalt. Lettering is in proportion to the 18-inch capital letter. Brilliant illumination is obtained by the use of only eight 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

A cafeteria that depends, as it does, on an active transient populace for trade cannot hope to serve the number of customers it is possible to handle without the aid of an attractive sign such as shown above.

People are particular where they dine. If an eating house or cafeteria does not show outward signs of being up-to-the-minute, it is passed up for a more progressive place.

An electric sign always imparts this up-to-the-minute appearance and attracts trade as a consequence. Cafeterias without electric signs are paying for electric signs through the trade that passes them by.

No. 651 Size 2 ft. x 6 ft.

DESCRIPTION

The background is blue, glass smalt. Lettering is 12½ inches high. Only eight 50 watt daylight lamps are required to give this sign perfect and brilliant illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Every baker realizes the value of display space in the front of his place of business, and will not be slow to see the display advantages this sign affords.

With this sign hung in front of a bakery, it will make the store stand out prominently day and night, and will be the means of attracting attention and bringing more trade.

McSavaney Signs thus pay for themselves over and over again in the additional business attracted.

The man who shows his place of business—product and service—always has won out and become most successful in this great game of business.

It is the man who steps out and succeeds in making his presence felt in the community who is popular and doing business.

No. 660 Size 2 ft. x 7 ft.

DESCRIPTION

The background is blue, glass smalt. Lettering is 12 inches high. Only ten 50 watt daylight lamps are required to give this sign perfect and brilliant illumination. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

As Barbecue stands depend almost exclusively on transient trade, it is evident that a striking electric sign—one that sparkles at night and present a brilliant appearance by day—would be a very profitable investment.

Motor travel was never greater than today. It is increasing. Highways everywhere are teeming with motoring parties and tourists who quickly respond to the suggestion this large, attractive sign makes to appease appetites, and a splendid and profitable Barbecue business is the result. McSavaney Signs pay big dividends.

This electric sign is not a get-rich-quick scheme—one that will make you rich over night—but it is a legitimate—upright—and honest method of successfully dealing with people—meeting the requirements of the nature of people and today's demands.

No. 661 Size 2 ft. x 7 ft.

DESCRIPTION

The background is green, glass smalt. Lettering is 12½ inches high. Only ten 50 watt daylight lamps are necessary to illuminate this sign perfectly. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The pleasing impression this large and attractive sign will create when hung in front of a restaurant, will cause a favorable reaction every time it is seen by hungry transients.

It can be seen hundreds of feet away either night or day, and will act as a symbol of the modern and up-to-date restaurant in which everybody likes to eat. This sign will pay a big interest on the investment from the very moment it is hung.

The days are past when a business man can deliberately sit by and expect the public to walk or drive along and stumble in with their money—such methods are far out-of-date—and cannot be relied upon in these times—times have changed—conditions have changed —you are forced to show your place of business—locate your place of business in the minds of the public—succeed more in making your presence felt in the community.

No. 662 Size 2 ft. x 7 ft.

DESCRIPTION

The background is green, glass smalt. Letters are 11½ inches high. Full and brilliant illumination may be obtained with only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Retail business depends a great deal more on transient trade than ever before. The universal use of the automobile has brought this change about. The neighborhood dealer no longer need rely on the trade of a restricted community. He can display a striking sign and attract trade of hundreds of motorists who roll past his door from distant parts of his city.

This Delicatessen sign will, therefore, do its part in attracting this transient trade that appreciate the good things a delicatessen offers. It will register location to transients who will remember the sign and come to the delicatessen store that displays it when they are giving parties and dinners and need the things a delicatessen has to offer. There isn't a delicatessen store in the country that cannot use a McSavaney Sign to advantage.

No. 663 Size 2 ft. x 7 ft.

DESCRIPTION

The background is blue, glass smalt. Letters are 12 inches high. Full and brilliant illumination may be obtained with only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The first requisite of any sign is that it must be attractive. Picture the above sign in your mind—seven feet long, two feet wide; with large, bold 12-inch letters on a rich, blue background—think what a striking showing it will make in daylight.

Then picture the same large letters at night—gleaming and glistening through the darkness as if illuminated with hundreds of tiny, brilliant bulbs. You can easily visualize how this sign would create business for any hardware store. People who see it will never forget it, and when they are in the market for paint, garden tools and hundreds of other articles carried by the up-to-date hardware store, they will think of this brilliant sign and go to the dealer who owns the sign. Signs that are prominent and dominating get the trade.

No. 664 Size 2 ft. x 7 ft.

DESCRIPTION

The background is blue, glass smalt. Letters are 12 inches high. Full and complete illumination may be obtained with only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Hot Dog stands crowded in between buildings on a business street, or nestled under spreading trees along a highway, cannot hope to attract and stop fast moving motorists unless an attractive, illuminated sign is prominently displayed.

A man in business cannot depend upon mere luck in these days to make a success in business—it takes real business ability—conditions are continually changing—competition is getting stronger each day.

Proprietors of Hot Dog stands have been quick to realize the utility of a sign that can be seen hundreds of feet away either night or day, and the above sign with its bold, 12-inch letters is a very popular size among those who operate lunch stands.

No. 665 Size 2 ft. x 7 ft.

DESCRIPTION

The background is black, glass smalt. Letters are 12 inches high. Full and complete illumination may be obtained by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63. This sign, with white, dignified letters, on a sombre black background, harmonizes in every way with the restrained atmosphere which surrounds the modern funeral parlor.

Yet, this sign fulfills the requirements of the modern funeral director, who is progressive and makes every reasonable effort to keep abreast of the times. It will identify and register location in the minds of the public, and when the services of an undertaker are required, this sign will bring the business to the funeral director who displays it.

The McSavaney Electric Sign is fast becoming the most popular Sign on the market—rapidly replacing the big, extravagant and costly electric sign—and also doing away with the great bulk of weight which hangs out in front of a place of business—this sign is light of weight and absolutely indestructible, and a sign which saves 75% of the cost of operation.

No. 666 Size 2 ft. x 7 ft.

DESCRIPTION

The background is black, glass smalt. Letters are 12 inches high. Full and complete illumination may be obtained by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The trend among furniture stores is toward large electric signs. This sign will fulfill every requirement a furniture dealer could ask of any electric sign with the added advantage of an extremely low price for the one shown above.

The low price is only one attractive feature of this patented sign. Other features are the all-steel construction, the light weight with consequent easy installation, and the low upkeep expense as this sign burns very few lamps as compared with other signs of equal size.

A merchant may operate his business and make money without a cash register. He can get along without an expensive accounting system, but he cannot get along without customers. As a means of attracting trade, both day and night, and of establishing a location, there is no Sign that equals the McSavaney Sign, which is equally as effective in the day time as it is at night.

No. 667 Size 2 ft. x 7 ft.

DESCRIPTION

The background is black, glass smalt. Letters are 12 inches high. Full and complete illumination may be obtained by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

This striking, but dignified sign will please any jeweler. It adds dignity to a store, and at the same time attracts favorable attention of all who pass the store.

As jewelry is classed as a luxury, and is not bought daily like necessities of life, it is necessary for a jeweler to place an outstanding sign on his place of business which will register his location and business in the memory of people that will bring his place of business to mind when people are in the jewelry market.

An electric sign is a service which a retailer owes to the public in general—and it pays a wonderful lot of interest on your money invested.

The man who permits his place of business to hide from the public, not only robs himself of the interest—but tempts other business men to rob him of the principal.

No. 668 Size 2 ft. x 7 ft.

DESCRIPTION

The background is green, glass smalt. Letters are 12 inches high. Complete and brilliant illumination is afforded by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The average optical business occupies small quarters, and can be easily overlooked or hard to find. This disadvantage can be overcome by the use of the splendid sign shown above.

People will not entrust their eyes to opticians who do not give the impression of being modern and progressive. With one of these signs displayed above an optician's entrance, there is an outward impression given at once that he is keeping pace with the modern trend, and confidence is at once created. Confidence leads to goodwill and goodwill brings customers. It pays to create a good impression. A McSavaney sign will do it.

Retailers have goods for sale, and know that if they have an old, shabby, or out-of-date front appearance, they have a hard time moving merchandise.

Service is what the public demands nowadays—merchants are forced to give the public service—and this electric sign is a service, which pays a wonderful lot of interest on the money invested.

No. 669 Size 2 ft. x 7 ft.

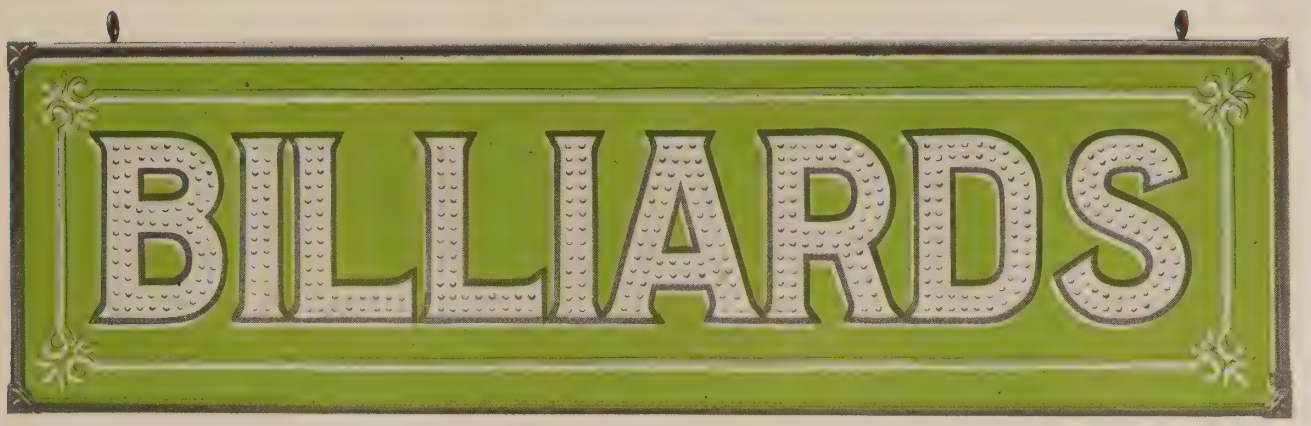
DESCRIPTION

The background is blue, glass smalt. Letters are 12 inches high. Complete and brilliant illumination is afforded by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The clothier who wants the business must go after it. Very little will come without invitation. Newspaper advertising is good, but the real invitation must come from the store.

A McSavaney sign gives a bright, cheerful invitation to stop both day or night. It is really better than newspaper advertising as the sign is advertising the store at the very time people are nearby and in a position to stop and look at the windows and to enter the store and buy. A sign is the tie-up between the store and the public.

A nice, attractive electric sign adds to the dignity of a place of business. People are not so tempted to discredit prices or service; they do not question methods; they give a merchant credit for having a better line of goods on hand and are willing to pay a better price.



No. 670 Size 2 ft. x 7 ft.

DESCRIPTION

The background is green, glass smalt. Letters are 12 inches high. Complete and brilliant illumination is afforded by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

People act on suggestion. During the evening hours the streets of a town fill with pleasure seekers. The billiard parlor which displays a large, sparkling sign as shown above, will compete successfully with other signs which line the streets and flash and blink to passing throngs.

Many men would never think of a game of billiards if an attractive electric sign did not act as a reminder. The above sign will pay for itself over and over again in the additional customers it will remind and attract for the billiard room manager who has the business sagacity to hang it above his door.

The front appearance of a place of business means everything. It reflects upon the quality of goods, quality of service, and the atmosphere in general in the store.

A merchant may have the finest apples in the world. The tastiest apples on earth, but if those apples have a rotten outside appearance, the merchant will have a hard time convincing the public as to their finest qualities.

No. 671 Size 2 ft. x 7 ft.

DESCRIPTION

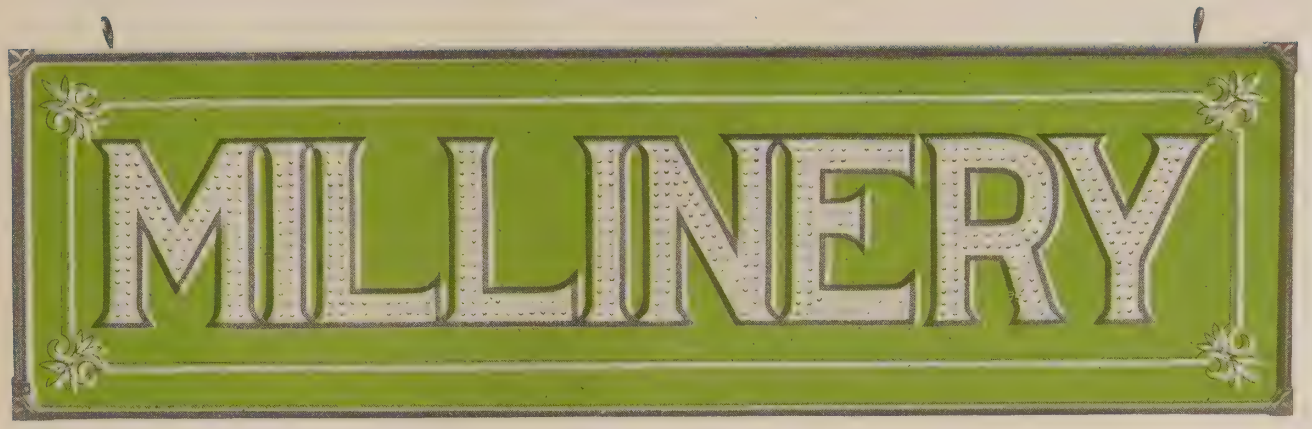
The background is blue, glass smalt. Letters are 11½ inches high. Full and complete illumination may be obtained with only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Any business that caters to motorists must have an outstanding sign to attract trade, because motorists are continually on the lookout for signs, and if a vulcanizing shop does not display a striking electric sign it is in danger of being passed by unseen very frequently.

Aside from stopping trade, which is the chief function of a sign, the use of an electric sign carries with it an impression of progressiveness which cannot be obtained by any other type of sign. Electric signs are pushing unilluminated signs into the background just as automobiles have eliminated the horse and buggy.

To have a place of business regarded as a live, up-to-date, prosperous, progressive place of business is really worth time, thought and energy.

Put out a nice, attractive Electric Sign. A live, up-to-date, prosperous, progressive place of business is worth more to a banker, worth more to the public, and worth a wonderful lot more to the business itself.



No. 672 Size 2 ft. x 7 ft.

DESCRIPTION

The background is green, glass smalt. Letters are 12 inches high. Full and complete illumination may be obtained with only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Proprietors of millinery stores are just as alert to the value of a striking sign as managers of other lines of retail business. While newspaper advertising may stimulate trade, it remains for the sign to tie-up the reader and the store when the prospective customer goes to town to buy.

Newspaper ads are wasted if the reader is induced to buy and cannot locate the store easily. A McSavaney Sign makes location easy and quick to identify. The large foot-high letters of pure white on a dark green background, make a dominating sign that shows clearly during the day and glistens like diamonds at night when illuminated.

A nice, attractive sign gives a big advantage—it puts a store in a position to attract business for 2 or 3 blocks—makes the place of business very conspicuous—and easy to locate—and it is a wonderful convenience for the public—it's a gentle reminder that the owner is alive and in business.

No. 673. Size 2 ft. x 7 ft.

DESCRIPTION

The background is blue, glass smalt. Letters are 12 inches high. Full and complete illumination may be obtained with only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Neighborhood dentists, who, as a rule, have offices located above stores, will find the above sign a splendid and profitable means of making their locations stand out where all who pass may see and remember.

People do not have daily occasion to visit dentists, but when the time comes to have dental work done, their minds will revert to the time when they saw a dentist's office they will call to have their work done.

The dentist who uses one of the above signs need have no fear that his location will not be noted and remembered. A McSavaney Sign always registers a favorable and lasting impression on the passing public.

No. 674. Size 2 ft. x 7 ft.

DESCRIPTION

The background is blue, glass smalt. Size of letters is 12 inches high. Full and complete illumination of this sign may be obtained by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

The average printing office, owing to the nature of work done, does not have much of an opportunity to make an outstanding display that will attract attention. A McSavaney Electric Sign as shown above, will overcome this deficiency.

This sign, with its large, clear, snow-white letters on a dark blue background, cannot help attract attention either day or night when it glows and glistens.

It acts as a continual reminder that the printer who displays the sign is an alert business man, and will produce a good job of printing promptly.

No. 675 Size 2 ft. x 7 ft.

DESCRIPTION

The background is green, glass smalt. Size of letters is 12 inches high. Full and complete illumination of this sign may be obtained by the use of only ten 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

A business depending absolutely on transient trade, such as a parking lot, cannot hope to do the amount of business it should without an electric sign that may be seen hundreds of feet away either by day or night.

Parking spaces and garages, as a rule, are located on side streets where rents are lower and large spaces are available. For this reason a sign is necessary that will give their places a prominence that is bound to attract the attention of rapidly moving motorists. McSavaney Electric Signs give this business-building prominence at lowest cost.

Parking places are dealing with the traveling public and it is up to them to make an additional effort to stop their share of the business.

No. 680 Size 3 ft. x 8 ft.

DESCRIPTION

The background is green, glass smalt. Size of letters is 18½ inches high. Full and complete illumination of this large sign may be obtained by the use of only eighteen 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Here is a sign of a size sufficient to dominate surrounding signs and to attract the favorable attention of motorists who may be seeking the services of a garage.

A feature of this sign is the extremely low operating cost considering its size. Only 18 lamps are required as compared with dozens of lamps necessary to operate the average electric sign.

Appealing to transients, as a garage does, this sign cannot help but repay its cost time and time again with the customers it will continually attract day and night.

Note: Other styles of Garage Signs shown on Pages 13, 23 and 58.

No. 681 Size 3 ft. x 8 ft.

DESCRIPTION

The background is green, glass smalt. Size of letters is 18½ inches high. Full and complete illumination of this large sign may be obtained by the use of only seventeen 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Here is a drug sign that will dominate any location. The large, clear, snow-white foot and one-half letters will show up strongly far down the street in either direction and focus the attention of passing throngs on the store that installs this sign.

As drug stores count transients as customers by the hundreds, it is obvious that a dominating sign that shows up strongly during the day and gleams and glistens brilliantly by night is bound to attract trade constantly.

The operating cost of this sign is extremely low considering its size. Seventeen lamps will illuminate it perfectly.

Note: Other styles of Drug Signs are shown on Pages 15, 24 and 62.

No. 682 Size 3 ft. x 8 ft.

DESCRIPTION

The background is green, glass smalt. Size of letters is 18½ inches high. Full and complete illumination of this large sign may be obtained by the use of only seventeen 50 watt daylight lamps. For price of this sign, see price list under front cover. For price and description of panel, see Page 63.

Here is a dominating hotel sign that will attract attention twenty-four hours a day. By day the large foot and one-half letters in pure white enamel on a rich blue background may be read blocks away, and by night the glistening letters will gleam a welcome to weary travelers that will attract guests from a distance.

Here is a hotel right down the street with an old board sign—or no sign at all. Does that reflect clean beds, hot water, steam heat or anything else? Absolutely not, and guests do not expect it when they go in. Guests do not walk in and out of the lobby of such a place with a proud and dignified feeling. Certainly not. It has a demoralizing effect upon the consciousness of those who frequent and inhabit such places. A nice, attractive electric sign adds to the pride, prestige and dignity of any place of business in the eyes of the public.

Note: Other styles of Hotel Signs shown on Pages 17 and 60.

No. 690 Size 1½ ft. x 8½ ft.

DESCRIPTION

The background is a green, glass smalt. The letters are 15 inches high and the sign requires only twelve 50 watt daylight lamps for perfect illumination.

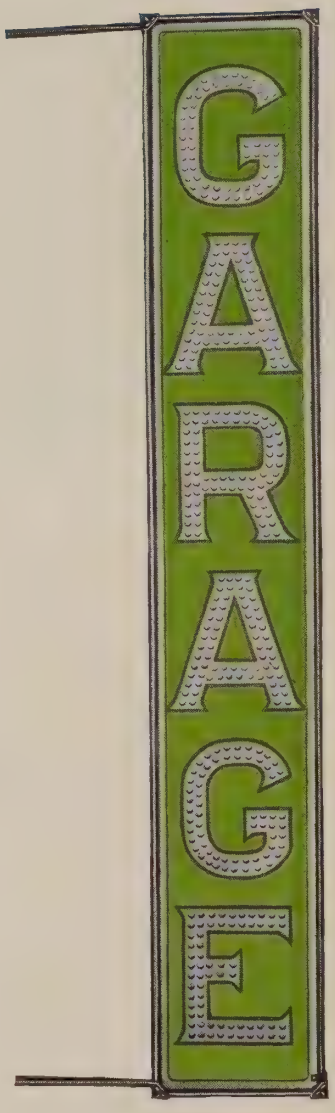
The vertical style sign is designed to conform to ordinances, which are in effect in some towns, limiting the distance that signs may extend from the building, or for locations where it might not be practical to install a horizontal sign.

The No. 2 hanging equipment is used on the majority of vertical signs, but on those that are to be installed on one-story buildings, or when the sign must extend above the top of the building, the No. 4 hanging equipment must be used.

It looks like a wonderful opportunity for one to step right out and into the confidence of the public by permitting his place of business to look more permanent, more reliable—and naturally people place more confidence in that business.

There is a great wave over the country to have everything electrically operated. One seldom hears a customer talking of putting up a board sign, and we believe that everyone in business today has in mind buying an Electric Sign. Our Sign is so constructed that it is easily within the reach of every business man.

There is no greater relief than from the consciousness that one is safe and secure from any big and unnecessary overhead expense regarding the cost of operation of an electric sign.



Vertical Style.

Note: Other styles of Garage Signs are shown on Pages 13, 23 and 55.

No. 691 Size 1½ ft. x 8½ ft.

DESCRIPTION

The background is a green, glass smalt. The letters are 15 inches high and requires only twelve 50 watt daylight lamps for illumination.

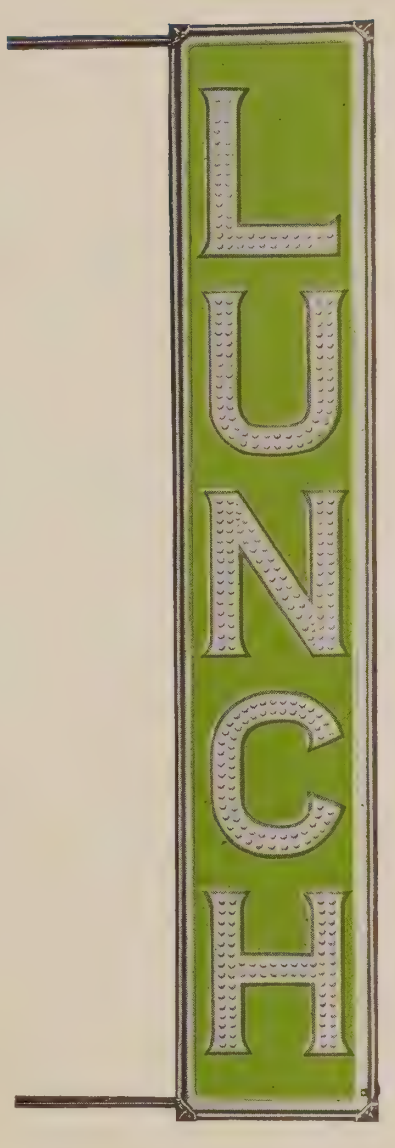
This style of Lunch Sign is also designed to meet the requirements of ordinances which limit the distance that signs may be installed from the building, or for locations where it would be more practical to install than a horizontal sign.

The No. 2 hanging equipment is used on the majority of vertical signs but on those that are to be installed on one-story buildings, or when the signs must extend above the top of the building, the No. 4 hanging equipment must be used.

This sign will save 75% of the cost of operation—over anything on the market today—this sign will cost two dollars a month to operate against eight dollars of anything on the market in the type of an electric sign.

If one were considering buying a lot for a home or a business site— if that lot had a flock of weeds on it—or a bunch of rubbish— naturally, the front appearance would decrease the value of the property—the front of a place of business means everything to a business man.

A nice attractive electric sign gives a place of business a more permanent appearance—people place more confidence in the business—as it looks more reliable—and people have a feeling of comfort—safety and security in dealing with a reliable place of business.



Vertical Style.

Note: Another style of Lunch Sign is shown on Page 14.

No. 692 Size 1½ ft. x 8½ ft.

DESCRIPTION

The background is a blue, glass smalt. The letters are 15½ inches high. Requires only ten 50 watt daylight lamps for perfect illumination.

This Hotel Sign is also designed to conform to ordinances which limit the distance that signs may extend from the building or for locations where it would not be practical to install the horizontal sign.

The No. 2 hanging equipment is used on the majority of these vertical signs, except on those that are to be installed on one-story buildings, or on other buildings where it is necessary for the sign to extend above the top of the building, the No. 4 hanging equipment must be used.

There is something which comes to an individual who puts out an Electric Sign that he feels in his system and notices in his bank account. An Electric Sign is a life saver to a man whose business is just paying expenses. This is a dangerous position—just on a balance between failure and success. Just a little hard luck and he is gone. He must have the additional business which an Electric Sign will surely bring him, out of which to make clear profits to provide for the rainy days which are bound to come. An Electric Sign has changed many a poor business into a good one and has made many a good business better. A list of the merchants who use Electric Signs in any city will prove a pretty complete list of the successful merchants of that city.

Vertical Style.

Note: Other Hotel Signs are shown on Pages 17 and 57.

No. 693 Size 1½ ft. x 8½ ft.

DESCRIPTION

The background is a green, glass smalt. The letters are 15 inches high. Requires only ten 50 watt daylight lamps for illumination.

This style Meat Sign is also designed to meet the requirements of the ordinances that are in effect in some towns limiting the distance that signs may extend from the building.

The No. 2 hanging equipment is used on the majority of vertical signs. The No. 4 hanging equipment, however, must be used if the sign is to extend above the top of the building.

An Electric Sign will draw customers to your store, you get immediate results and no other advertising medium is so effective. You must remember that people are attracted by light, and every business should possess an Electric Sign. You would not want to sell the space in front of your store to a competitor to advertise his products; therefore, why not use this valuable space to advertise your own business—hang out one of our Electric Signs.

William Wrigley, of New York City, pays $60,000.00 a year for an Electric Sign advertising Spearmint Chewing Gum.

A nice, attractive Electric Sign is as necessary for the efficiency of a place of business—as gasoline is to a car, to get the proper speed and efficiency out of that car.

Vertical Style.

Note: Another style Meat Sign is shown on Page 19.

No. 694 Size 1½ ft. x 8½ ft.

DESCRIPTION

The background is a blue, glass smalt. The letters are 15½ inches high. Requires only ten 50 watt daylight lamps for illumination.

This vertical Drug Sign is, like the other vertical signs, designed to meet the requirements of ordinances existing in some towns which limit the distance that signs may extend from the building or for some locations where it would be more practical to use a vertical than a horizontal sign.

The No. 2 hanging equipment is used on the majority of vertical signs, but on signs that extend above the top of the building, the No. 4 hanging equipment must be used.

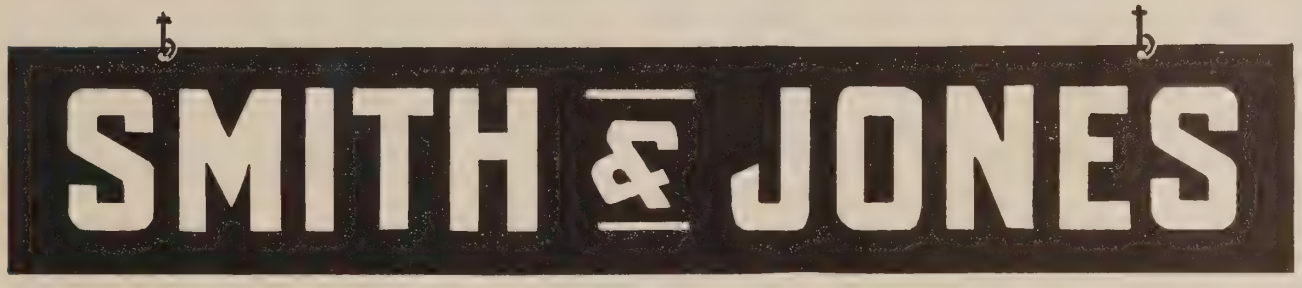
A druggist may have a heavy stock of goods, but if the store reflects an old or out-of-date outside appearance, how in the world is the owner going to convince the public as to the real condition on the inside?

A druggist may have a wonderful stock, but if he reflects an old or out-of-date outside appearance he cannot possibly turn goods over fast enough to get the required amount of interest on money invested.

Vertical Style.

Note: Other Drug Signs are shown on Pages 15, 24 and 56.

PANELS



While it is impossible to make any changes whatsoever in the wording or colors on the signs shown in this catalog, we have made it possible for the customer to have his name on the sign if he so desires.

We can manufacture a panel which will be made of the same material and colors and finish as his sign. These panels are attached to the bottom of the sign, but are not illuminated.

The principal feature in favor of the customer having his name on a panel suspended from the bottom of the sign rather than on the sign, is that, should he sell his place of business, he can sell his electric sign to his successor the same as he would any other fixture, and the sign would not be a loss as a new panel could be made for it with the new proprietor's name.

These panels are approximately six inches high, according to the copy, and extend the full width of the sign. The prices of these panels are $10.00. No commission is allowed on panels.

No. 652 Size 2 ft. x 6 ft. Price $65.00

DESCRIPTION

The background is blue, glass smalt. The letters are 14 inches high. Only eight 50 watt daylight lamps are required to give this sign perfect and brilliant illumination.

For price and description of panel, see page 63 of the Catalog.

The Shoe Business is the same as any other business. It derives its patronage from the general public. The majority of shoe stores are located in congested districts and the shoe Merchant cannot afford to have his place of business a dark spot in the street. Business goes where it is invited and stays where it is well treated. This sign on the front of any shoe store acts as a standing invitation for the public's patronage.

A shoe merchant may carry a large line of the most up-to-date styles and patterns, but he can never hope to do as if he does not make his place of business attractive and inviting to the public by use of a high-grade electric sign.

No. 676 Size 2 ft. x 7 ft. Price $70.00

DESCRIPTION

The background is green, glass smalt. The letters are 14 inches high. Only ten 50 watt daylight lamps are required to give this sign perfect and brilliant illumination.

For price and description of panel, see Page 63 of the Catalog.

The thing that the plumber sells most is his service. His services are rarely ever needed except when a pipe freezes or bursts and in such a calamity, the first thought is "where is the nearest plumber."

High rents are forcing the plumber out of the business districts. Many of them are located on the side streets. You now also find the plumbing shop on the outskirts or border of the business districts. In many instances, the plumber does a Community Business and this electric sign is indispensable to him in making his place of business stand out prominently and easy to locate by people who live in the community in which he does business.

No. 677 Size 2 ft. x 7 ft. Price $70.00

DESCRIPTION

The background is green, glass smalt. The letters are 14 inches high. Only ten fifty watt lamps are required to give this sign, perfect and brilliant illumination.

For price and description of panel, see Page 63 of the Catalog.

The Laundry is a growing business and competition is becoming very keen. New Laundries are being started in every city and small ones are springing up in almost every community. Wash-day drudgery is almost a thing of the past. Laundry proprietors have successfully "sold" the women of our country on the idea that not only the family washing, but all high-priced and delicate fabrics can be laundered more thoroughly and with less damage to them by the laundries than it can be done in the home.

This electric sign installed on the front of a Laundry is a continual and constant reminder of these facts. A Laundry like many other kinds of business, has nothing to "sell" but its service and an electric sign is equally as necessary to advertise and sell a service as it is a commodity.

No. 678 Size 2 ft. x 7 ft. Price $70.00

DESCRIPTION

The background is blue, glass smalt. The letters are 14 inches high. Only ten 50 watt lamps are required to give this sign perfect and brilliant illumination.

For price and description of panel, see Page 63 of the Catalog.

"Say It With Flowers" is a slogan with which every man, woman, boy and girl is familiar, but, you can't say it with flowers without a Florist and the florist may as well not say it at all if he does not inform the general public of the location of his place of business. This florist sign is the strongest imaginable tie-up between the advertisements of "Say It With Flowers" and the florist's place of business.

Many merchants spend hundreds of dollars in advertising and either through neglect or through their failure to understand the principles of advertising, do nothing to tie-up their stores to that advertising. Any merchant or business man in any line of business can better afford to omit many other forms of advertising and buy an electric sign than he can to add methods of advertising and neglect to buy an electric sign. Instead of "Saying it with flowers" they should "say it with an electric sign."

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